1. **Curriculum Proposal – BA 100**
   The committee reviewed and discussed a course change proposal that calls for BA 100 to become Exploration of Business. The one unit course will be required of freshman participating in business-related residential living communities. Sections will be staffed by CBA faculty who will help students explore the SDSU campus and majors within business. The committee voted unanimously to approve the proposal.

2. **SB 1440**
   Krentler and Easton informed the committee about Senate Bill 1440, legislation aimed at the development of an AA degree package that would be guaranteed to satisfy lower-division requirements at CSU campuses statewide and result in a Bachelor’s degree from any CSU campus once 60 appropriate upper-division units were completed. Efforts are currently underway statewide to identify the lower-division courses that would be included in this package. Annette will be attending a meeting in Irvine on March 11. Further information will be forthcoming.

3. **Student Awareness Campaign**
   The committee reviewed two versions of the Student Learning Outcome poster that will be used throughout the business school as part of a campaign to raise student awareness of Assurance of Learning. Copies of the posters are currently being placed around SSE and will soon be placed in classrooms where CBA courses are taught. Faculty members attending Assessment Day will each receive a copy of the poster and be asked to place it on their office door or elsewhere in their office. An SLO video has been produced by the Business Advising Center (BAC) and will be used at orientations and other events as well as being linked to the BAC website.

4. **Oral Communication Skills**
   a. **Rubric Update**
      The CBA Oral Communications Skills rubric was reviewed by the committee. Following the use of the rubric to assess oral skills in Fall 2010, the committee had agreed to review and suggest revisions to the rubric. Several changes were discussed. Krentler agreed to draft and circulate a revised version of the rubric for further consideration.
   b. **Benchmark**
      Following the review of results from the Fall 2010 Oral Communications Skills assessment that occurred at its last meeting, the committee discussed the current
status of these skills amongst BSBA students. It was agreed that students are generally adequate (i.e. meeting expectations) in this area and no major loop closing is called for. The committee further discussed, however, that two cycles of assessment have suggested that a benchmark of 50% of students to exceed expectations is almost certainly unrealistic. At its next meeting the committee will evaluate the levels of “exceed expectations” that have been obtained in the previous two assessments and then set a revised benchmark aimed at continuous improvement from current levels.

5. Global Competency

Following a discussion of global competency earlier in the semester, the committee reviewed an inventory of core courses that was completed by Krentler. Of the 15 prep and core courses that BSBA students are required to take, four (FIN 323, MGT 350, MKT 370, MGT 405) explicitly mention global or international issues in their catalog description. Of those four, three have at least one student learning outcome related to global or international issues. A review of multiple course syllabi from each of the four courses suggests significant variation across sections with respect to the amount of time devoted to global and/or international issues. The Undergraduate Committee recommended that the faculty and/or departments teaching these courses enter into discussions regarding the amount of global/international content that is delivered in the respective courses with an eye to creating greater consistency and potentially more coverage. This conversation has already begun amongst the faculty of MGT 350. Krentler agreed to follow up with department chairs in the case of the other three courses and to encourage such dialog. Meanwhile, the Undergraduate Committee will continue to review the concept of global competency, how it is measured, and options for improving student learning in this area.

Meeting adjourned at 11:30 a.m.

Next Meeting: Wednesday, March 16, 2011, 9:30 a.m.; Dean’s Conference Room